RISO News Flash

Marketing Services

Reference #357 June 1999

Attention Dealer Principals, DSMs, RSMs, and BSMs

NEW MARKETING MATERIALS

We are pleased to introduce a number of new marketing materials. Many of these items were on display at RISO's Annual Meeting in Beverly Hills, California and generated a lot of interest. Call 800-995-7476 to place your order from Customer Service today!

Posters

Enclosed are copies of the "Addressing System" and "Printing Solutions Chart" posters, the next in the series of new posters from RISO. One poster shows the components of the new Addressing System configuration; the other gives an overview of all the configurations available from RISO.

Display these posters in your showroom to show your customers all that RISO's configurations have to offer. Frame them using a standard 24" x 36" frame for a custom look.

A third new poster is available from RISO, designed specifically to promote the desktop publishing seminars developed by Yvon Prehn. This poster can be customized with the date and time of your local event.

Addressing System Poster	1653	each	$5.00
Printing Solutions Chart Poster	1654	each	$5.00
Yvon Prehn Poster	1638	each	$3.00

Finance Package

We've recently completed a new Finance Package Leader's Guide to help you tap into this exciting market. Similar to the Healthcare and Wholesale Package Leader's Guides, the Finance Package contains market information, a training presentation, and more. Contact your DSM for details.

Newberry Savings Bank Testimonial Video

The Risograph is at the heart of the Newberry, SC renaissance, helping both the Newberry Savings Bank and Newberry Opera House promote their businesses. Show your prospects how the Risograph can work for them, too.

Newberry Bank Video	1642	each	$10.00

Signs

Update your office with a new RISO sign! Both signs are purple and red on a white background and read, "RISO Digital Printing Systems Available Here." The Decal can adhere to a window or door, while the PVC Sign features an easel back, velcro, and suction cups for easy display on virtually any surface.

"Digital Printing" PVC Sign	1651	each	$10.00
"Digital Printing" Decal	1652	each	$5.00

Spec Sheets and Configuration Flyers

RISO introduced a number of new products this spring. The AR8100 Envelope Feeder spec sheet updates the AR8000, and the CR1610 and SC7700 spec sheets detail these exciting new products. Spec sheets for the PS8050 Perfing/ Numbering System and TH1200 Thermography System are currently available in Risographed format only. The Perfing/Numbering Configuration Flyer includes a photo of the configuration, explanatory text, and specs for each configuration element.

AR8100 Spec Sheet	1401	pkg./50	$11.00
CR1610 Spec Sheet	1709	pkg./50	$11.00
SC7700 Spec Sheet	1630	pkg./50	$11.00
PS8050 Spec Sheet	1655	pkg./50	$11.00
TH1200 Spec Sheet	1656	pkg./50	$11.00
Perfing/Numbering Flyer	1640	pkg./25	$5.00

Turnkey Direct Mail CD: Healthcare, Finance, and Wholesale Markets

The response to the Turnkey Direct Mail program has been terrific! Now you can get new mailers for the healthcare, finance, and wholesale markets on disk for immediate use. Use these mailers to target prospects in these markets, or to invite end users to an upcoming open house or dem center.

Turnkey Direct Mail CD	1635	each	$7.50